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To: McDowell Corridor/South Scottsdale Economic Development Task Force

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Subject: Summary Overview of the Draft Southern Scottsdale Community Area Plan

INTRODUCTION

The purpose of this memorandum is to provide the McDowell Corridor/South Scottsdale Economic Development Task Force with an overview of the Draft Southern Scottsdale Community Area Plan (CAP). While not a finalized document, the following outline identifies those elements included in the draft plan to date based upon the community input, existing conditions analysis and interdepartmental city staff team review.

SOUTHERN SCOTTSDALE COMMUNITY AREA PLAN OVERVIEW

The following is a summary of the material found in the Draft Southern Scottsdale Community Area Plan chapters. This outline introduces the planning elements and associated content addressed by the CAP.

Plan Purpose

The purpose of the Southern Scottsdale Community Area Plan is to guide the future development of Southern Scottsdale. To accomplish this end, the plan sets forth goals and policies to guide decision-making in Southern Scottsdale for the next twenty years. The plan also offers a combination of implementation approaches and programs which reflect community residents' visions and aspirations for the future. Additionally, the Southern Scottsdale CAP will:

- Guide policy decisions related to private and public projects in Southern Scottsdale;
- Establish the framework for private and public implementation programs;
- Incorporate mixed land uses as a means for providing housing, shopping, employment, and entertainment uses; and
- Direct redevelopment and reinvestment along major transportation and economic corridors, and in Regional Centers and Activity Areas while preserving neighborhoods.

Southern Scottsdale Community Area Plan Format

The Southern Scottsdale CAP components have been integrated into a vision page and nine chapters. The content of the chapters and how they implement the community's vision for Southern Scottsdale is described below:

Vision:

Southern Scottsdale is a diverse, sustainable, community built upon vibrant neighborhoods, thriving economic corridors, and innovative businesses.

Values:

Driven by citizen aspirations for a sustainable future that celebrates neighborhoods and promotes reinvestment and redevelopment, this vision is guided by the following values:

- Reinvestment in residential and commercial properties;
- Diversity of housing choice;
- Intergovernmental cooperation with the cities of Tempe, Phoenix, Paradise Valley and the Salt River Pima Maricopa Indian Community;
- Regional employment;
- Neighborhood-serving entertainment and shopping opportunities;
- Sustainable neighborhoods consisting of physical (boundaries), social (resident interaction) and economical (employment and local economy support) elements;
- Connecting and enhancing transportation choices/options;
- Small local business opportunities;
- Opportunities for open space, and public gathering places;
- Shaded, pedestrian and bicycle friendly streets, parking areas; and
- Benefits associated with proximity to regional resources.

Land Use and Growth/Activity Areas Chapter— presents the concept of Southern Scottsdale as a community of residential neighborhoods intersected by major transportation and economic corridors where reinvestment and redevelopment is to be encouraged. The chapter suggests that redevelopment consist of mixed-use developments primarily located along corridors and within identified Regional Centers and Activity Areas. Additionally, the Land Use and Growth/Activity Areas Chapter, examines Indian Bend Wash (IBW) as a Southern Scottsdale open space and recreational amenity. It begins a discussion about IBW (found throughout the plan) by revisiting current land uses found within proximity to the Wash. The chapter suggests these properties incorporate mixed use development for revitalization purposes and be reoriented to embrace Indian Bend Wash's open space and recreation opportunities. Also, the chapter recognizes the need for a greater range of people-oriented land uses, such as (but not limited to) dining/restaurants and cafes, to be located at Centers and Activity Areas and along Corridors and the edges of Indian Bend Wash and Papago Park.

Character and Design Chapter — sets forth goals and policies by which to achieve Southern Scottsdale residents' desire for pedestrian-friendly design, dynamic streetscapes, buildings that complement southwestern architecture, gathering places and open spaces. The Southern Scottsdale CAP implementation program also provides a means for enhancing design guidelines that address the massing of buildings and their influence on the surrounding built environment.

Economic Vitality Chapter — emphasizes Southern Scottsdale's need to move towards identifying a range of choices for reinvestment that can reduce the number of older, obsolete, unanchored retail centers and encourage new commercial and residential investment choices. This chapter introduces revitalization and redevelopment strategies to encourage Corridor, Regional Center, and Activity Area development

while expanding Southern Scottsdale's employment, housing, entertainment, commercial, and retail food service options.

Neighborhood Revitalization Chapter – explores several aspects of neighborhood regeneration within Southern Scottsdale. These include: preservation of residential neighborhoods; promotion of greater community connectivity; encouragement of redevelopment and reinvestment; strengthening of community identity; and encouragement of quality construction and design. The goals and policies found in this chapter provide a structure that will assist in renewal and reinvestment efforts throughout Southern Scottsdale. They offer objectives for enhancing neighborhood stability, identity, diversity, and opportunity.

Housing Chapter - presents Southern Scottsdale as an area that has reached near build-out thus future development will be focused on infill and redevelopment. This chapter suggests that development density and intensity are the means for meeting the community's future housing needs. The housing goals and policies provide a structure that will assist in advancing these diverse housing efforts throughout Southern Scottsdale.

Mobility Chapter – identifies four areas of focus: to provide community residents with multimodal transportation opportunities; to elevate pedestrian and bicyclist safety, comfort, and access throughout the community; connectivity, and to provide greater parking choices/flexibility to enhance the building potential of new and existing development sites.

Public Services, Facilities, and Infrastructure Chapter – recognizes that in order to maintain/enhance the quality of life for Southern Scottsdale residents, future increased demands on these services must be met. This chapter examines the need to provide enhanced social services and facilities in Southern Scottsdale while promoting community sustainability. The plan supports the improvement and maintenance of services and facilities through proposed goals, policies, and implementation strategies.

Open Space and Recreation Chapter – underscores the need for adequate natural and developed open space and recreational facilities. It acknowledges that these types of public investments are not merely desirable, but are essential to the overall well being of a community. The chapter describes the community's desire to improve the quality of Southern Scottsdale's existing natural and developed open spaces, and recognizes the need to acquire, develop, and improve open space for parks and recreational activities.

Preservation and Environmental Planning Chapter – recognizes the importance of promoting conservation and sustainability within Southern Scottsdale's neighborhoods. The chapter also focuses on the need to manage water and air quality while preserving significant historic and natural resources. Collectively, these goals and associated policies influence Southern Scottsdale residents' health and quality of life.

Southern Scottsdale's Future

Southern Scottsdale is fortunate in its location, involved citizenry, and engaged business community. This foundation provides the underlying strength needed for long term community commitment to manage change within the Southern CAP region. Residents have recognized that Southern Scottsdale faces challenges and opportunities as the area evolves over time. This plan suggests where the community might focus its energies and manage its resources to guide the area's future development. The types of changes identified here will require the strong support and active involvement of area businesses and property owners in cooperation with civic leaders and residents. The outcome of all these efforts will allow the Southern Scottsdale Community Area Plan to guide and shape the community's future.

